

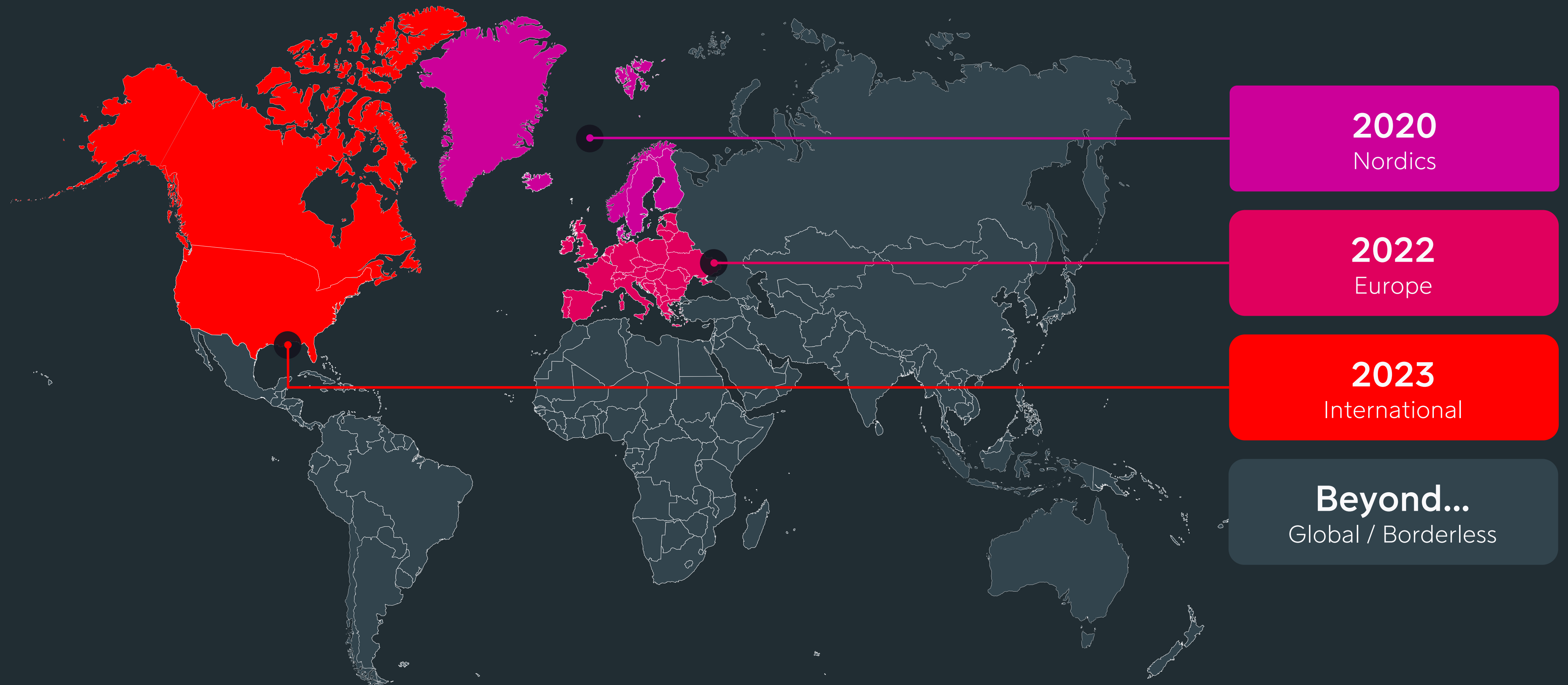
Building the Viaplay Product Platform that travels

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EVP & Chief Product & Technology Officer



The Viaplay platform has evolved as the Group's ambitions have...



...delivering content people love across multiple types and business models



SVOD



Live sports



TVOD



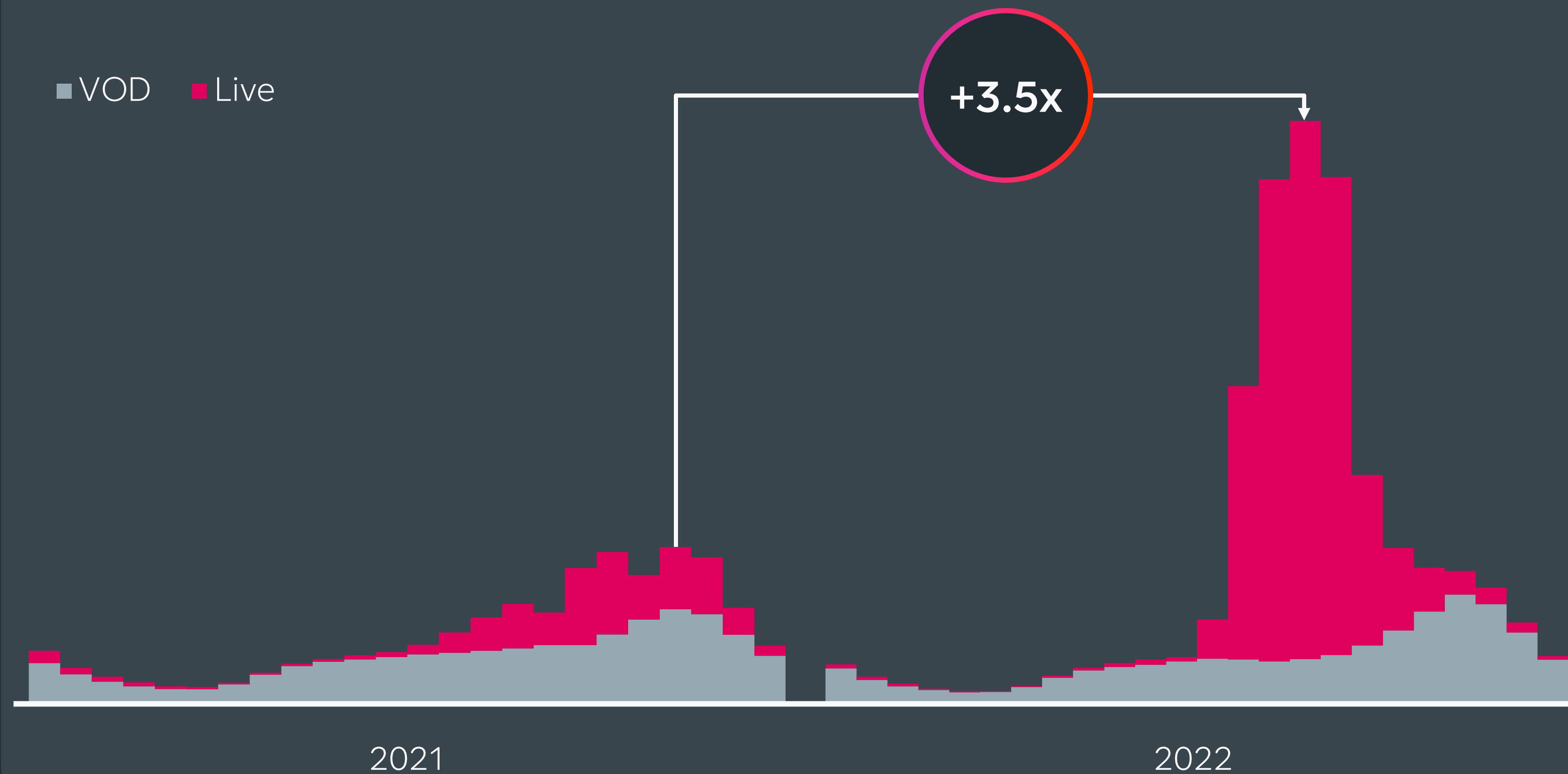
EST



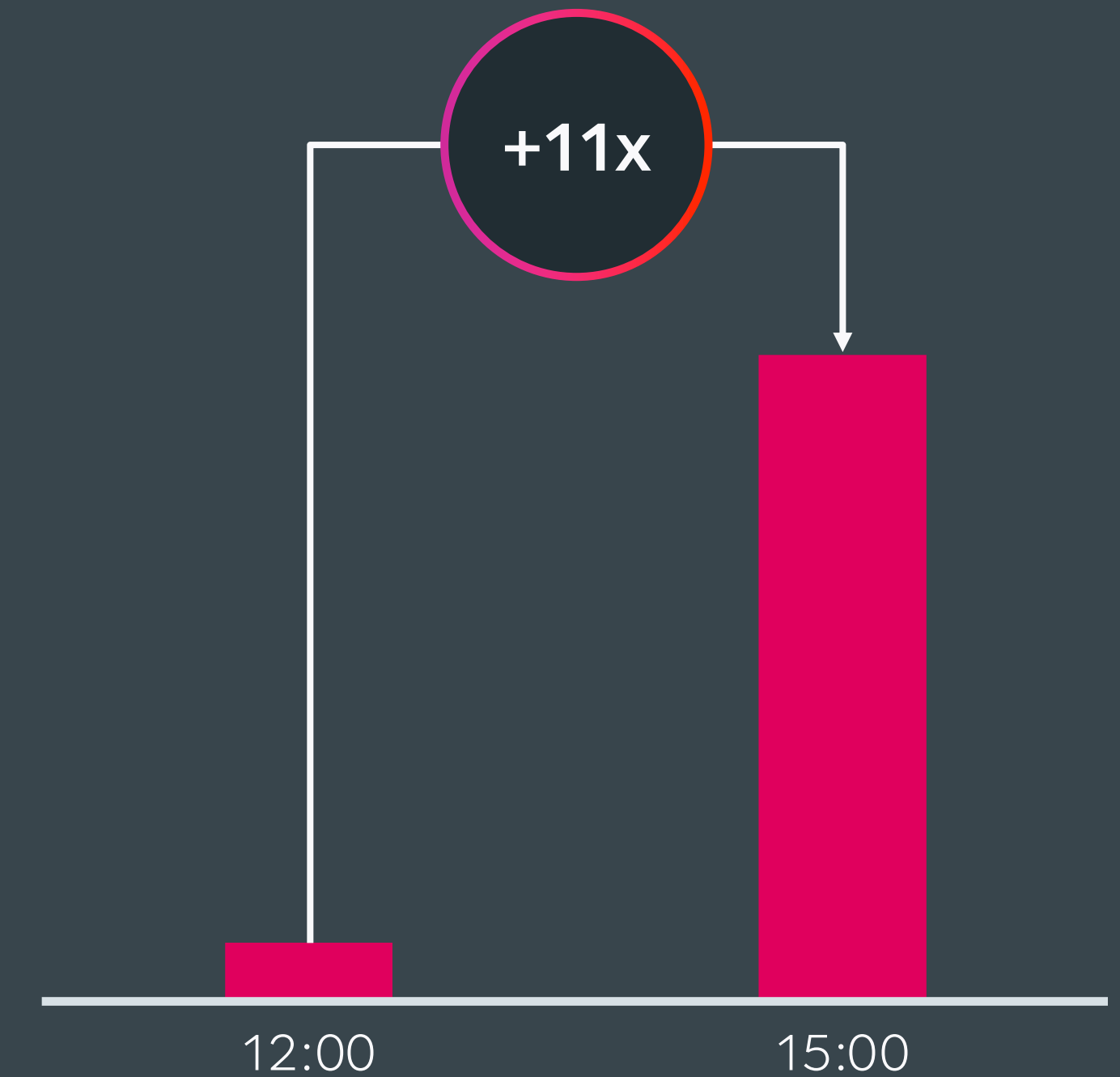
Linear TV

The popularity of our live sports puts extra pressure on platform every second

Concurrent streams high performing Sunday

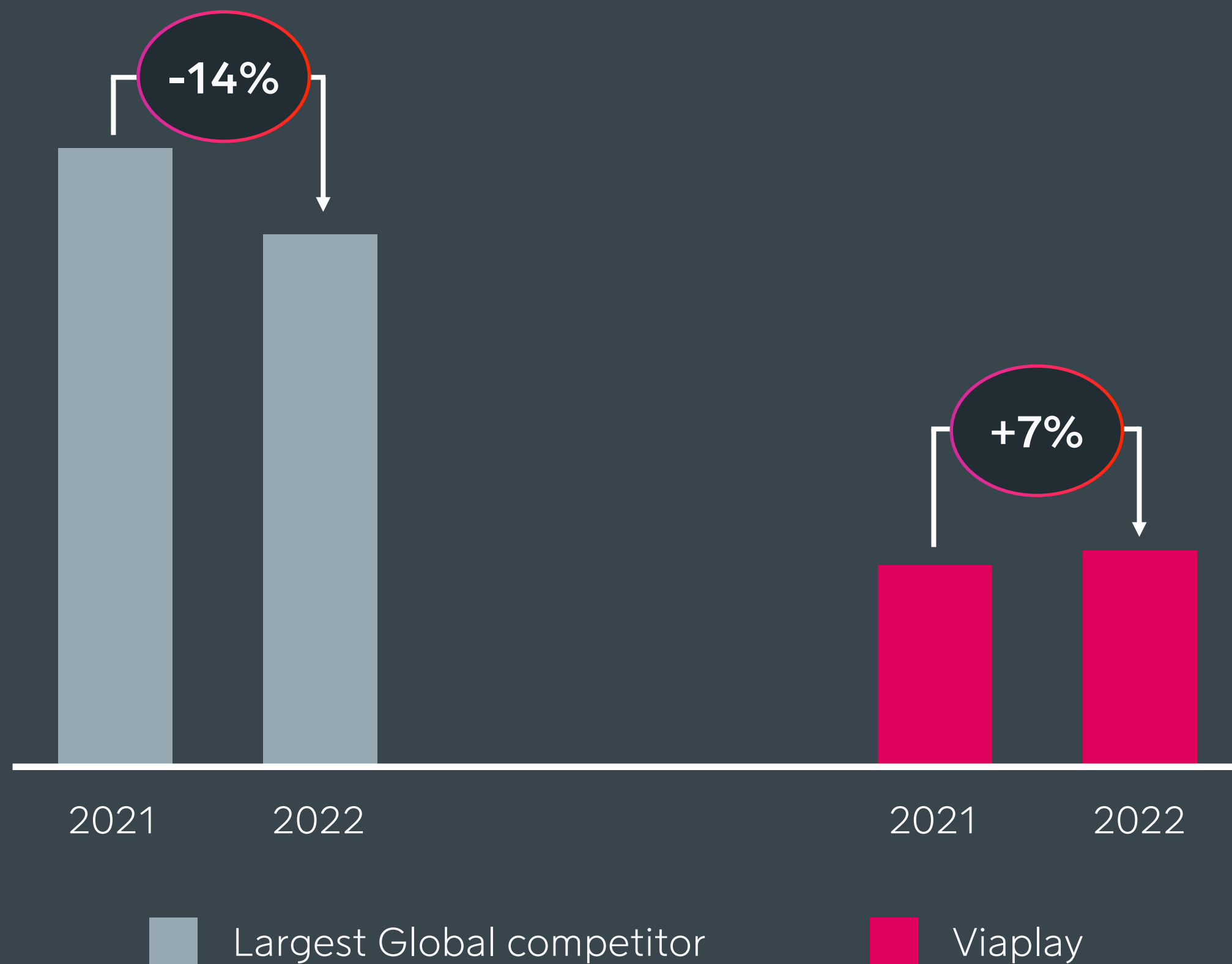


Rapid 11x growth concurrent traffic patterns

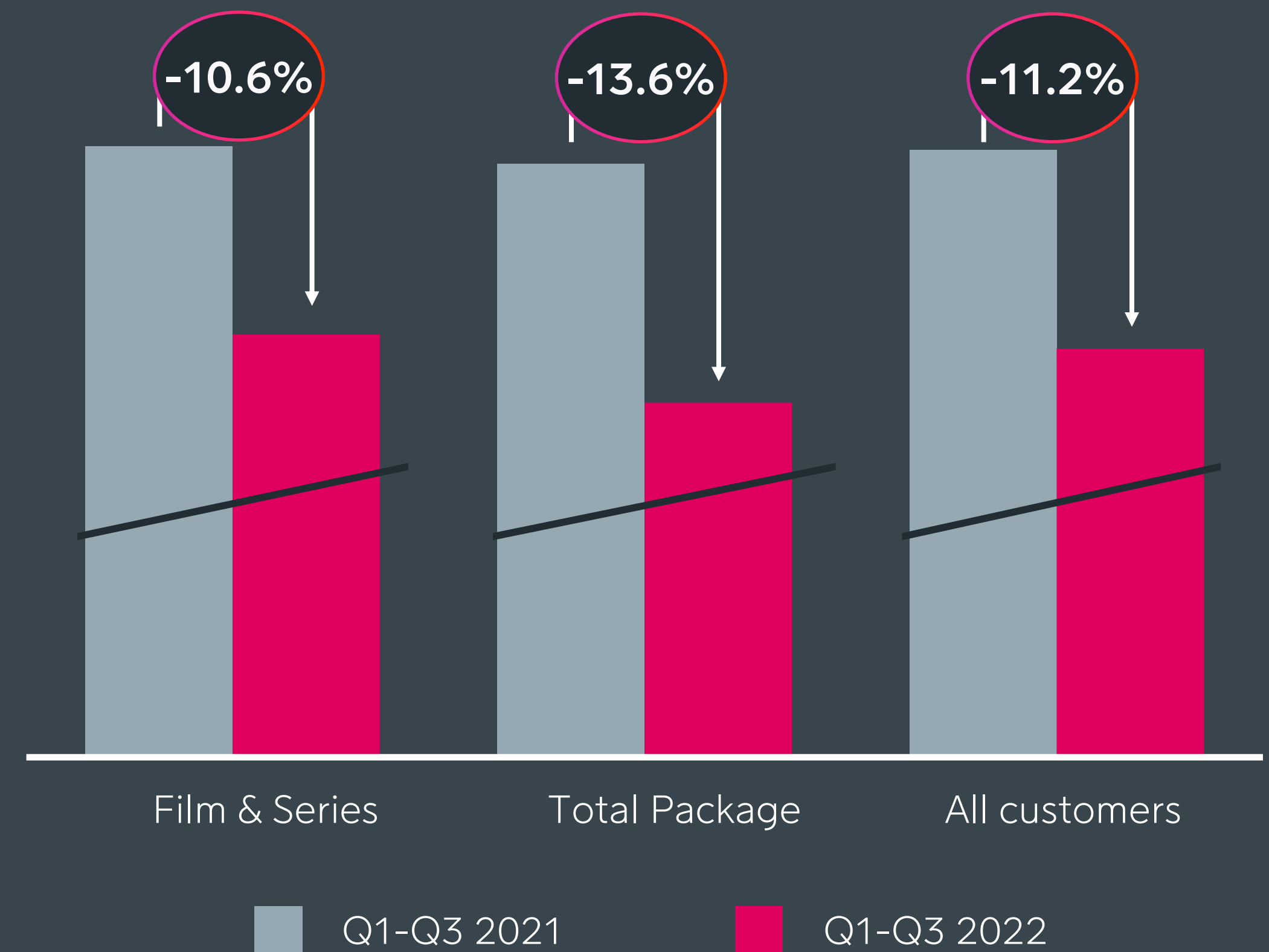


Despite increasing market fragmentation and competition Viaplay has retained viewing shares

Nordic SVOD Share of Viewing

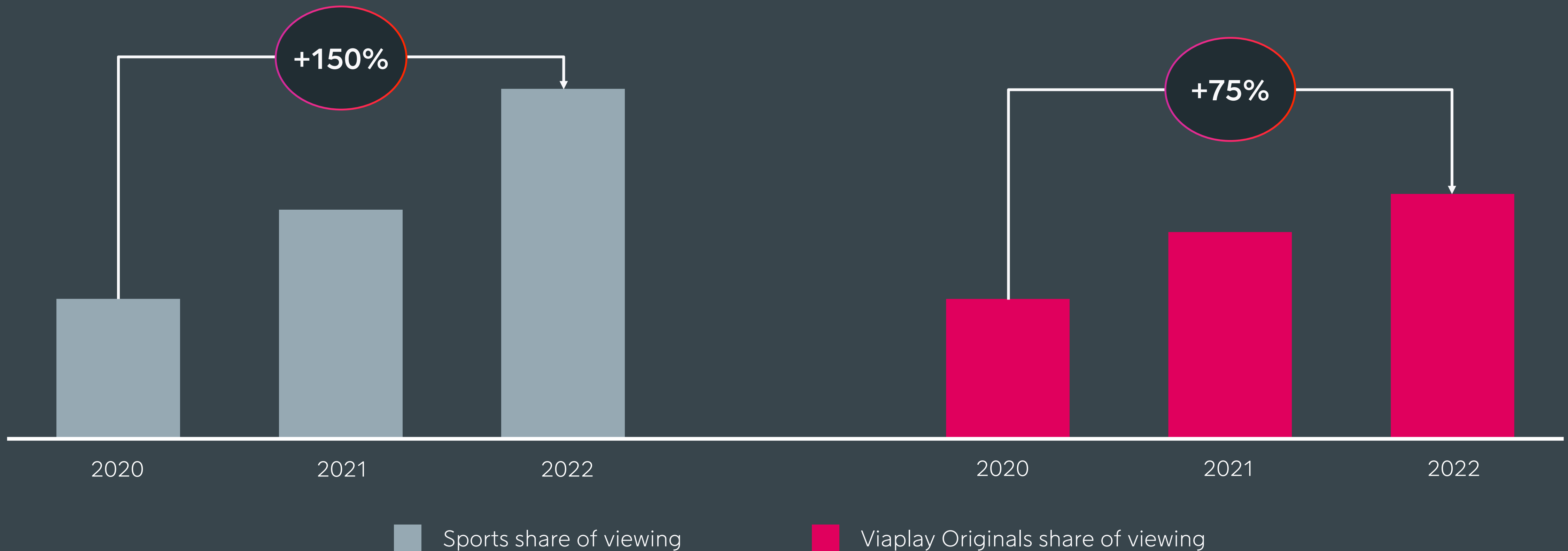


Viaplay Nordic Churn development



...by offering customers exclusive content that they want

Viaplay Content Share of viewing Nordics, YTD 2022 vs 2021 vs 2020



How Viaplay is managing to stay relevant and desirable



Increasing personalization and improving recommendations



Enhancing Sports Experience and making it even more Engaging



Increasing reach through deeply integrated partnerships offering great user experience

Continuous improvements to personalization and recommendations is driving viewing

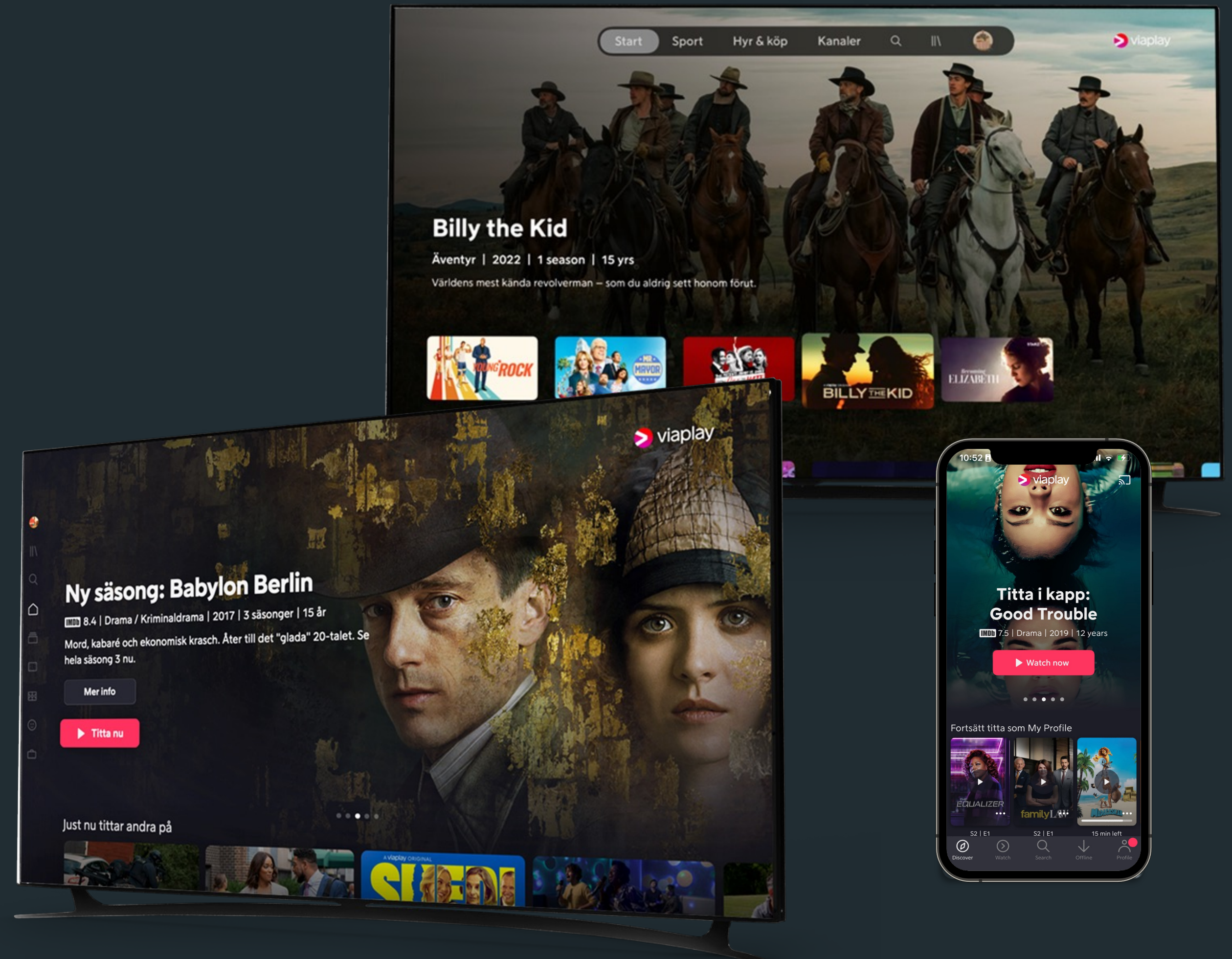
A recent multivariate test with multiple different personalization algorithms generating recommendations in the Viaplay feature box generated strong results

+48%



Feature box conversion

+1,4%

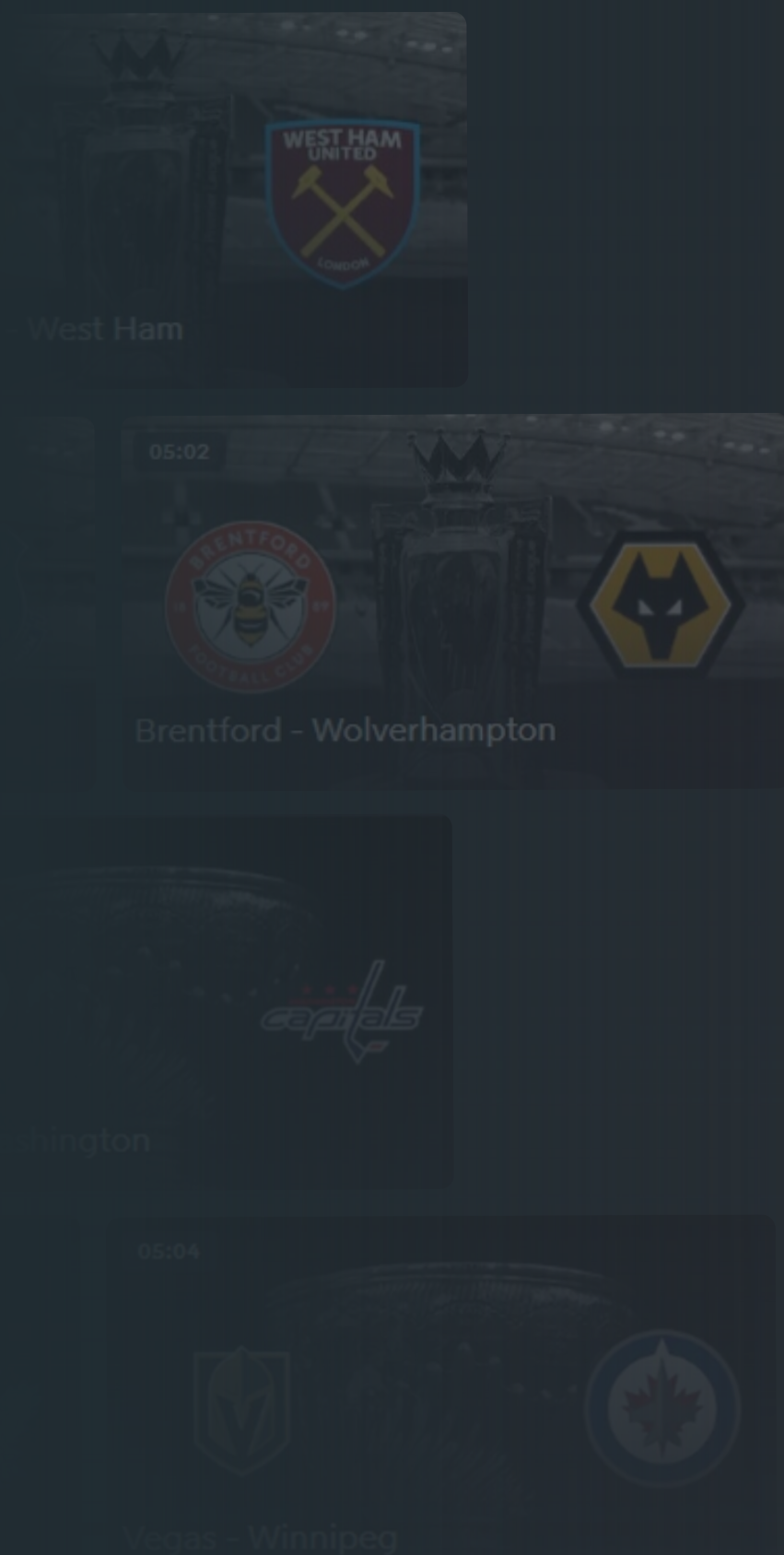
Overall conversion cross product





Sports engagement is increasing when moving from linear to digital experience

	 Linear	 Streaming
Live	✓	✓
Catchup	✗	✓
Highlights	✗	✓
Enriched	✗	✓
Interactive	✗	✓

Sports engagement is increasing when moving from linear to digital experience





	 Linear	 Streaming
Live	✓	✓
Catchup	✗	✓
Highlights	✗	✓
Enriched	✗	✓
Interactive	✗	✓

1,7mn
Sports viewer
adoption of
highlights

+4,7%
Active sports days
for highlights users

Sports engagement is increasing when moving from linear to digital experience

	 Linear	 Streaming
Live	✓	✓
Catchup	✗	✓
Highlights	✗	✓
Enriched	✗	✓
Interactive	✗	✓

We increase Viaplay reach and satisfaction through deeply integrated B2B partnerships



Viaplay metadata is integrated to select B2B partners, offering full catalogue access and integration within partner UI in apps and on STB's...



... deep linking straight into Viaplay for full viewing experience

We offer Viaplay on the devices where customers are...

Share of viewed minutes across platforms 2022

11,3%

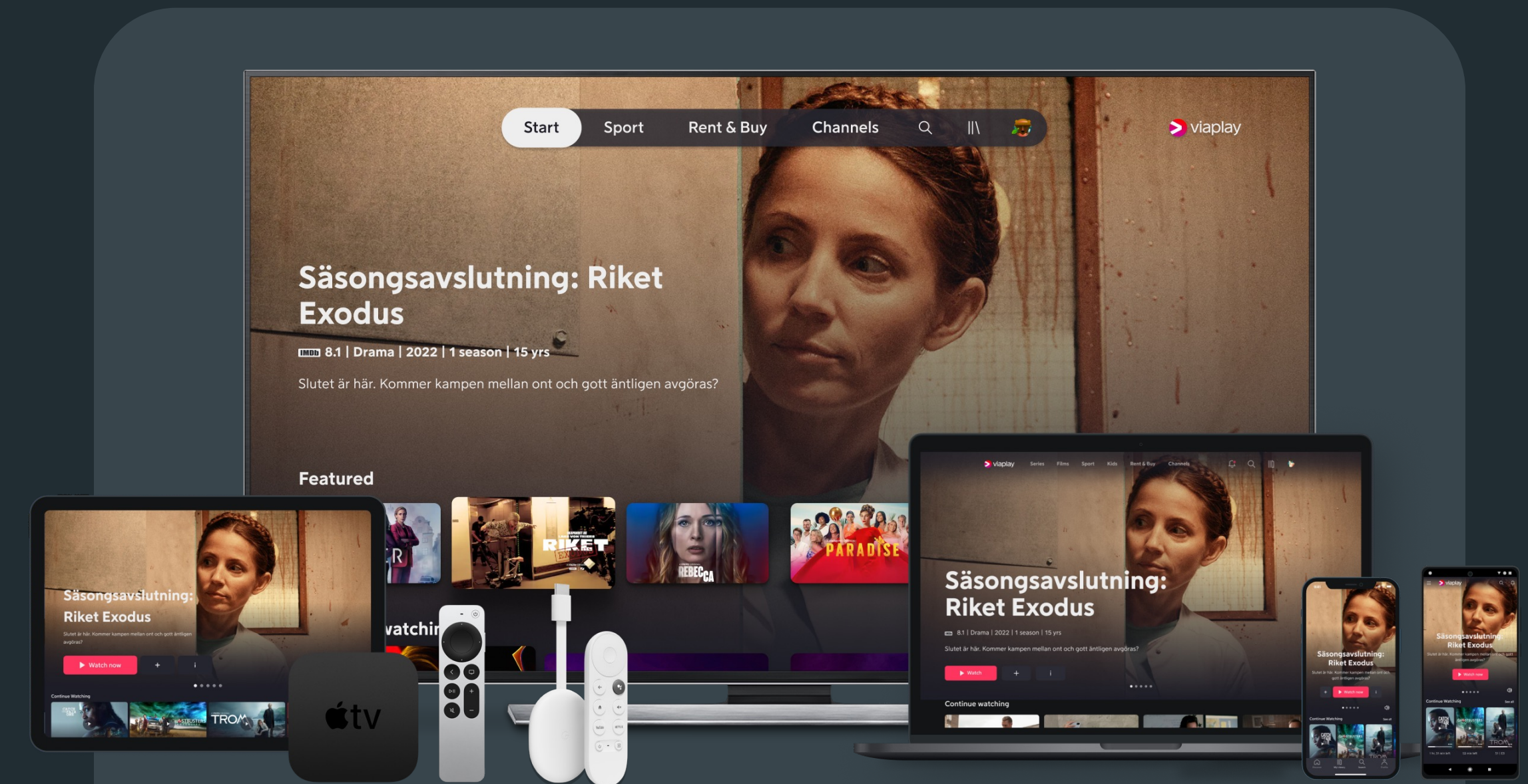
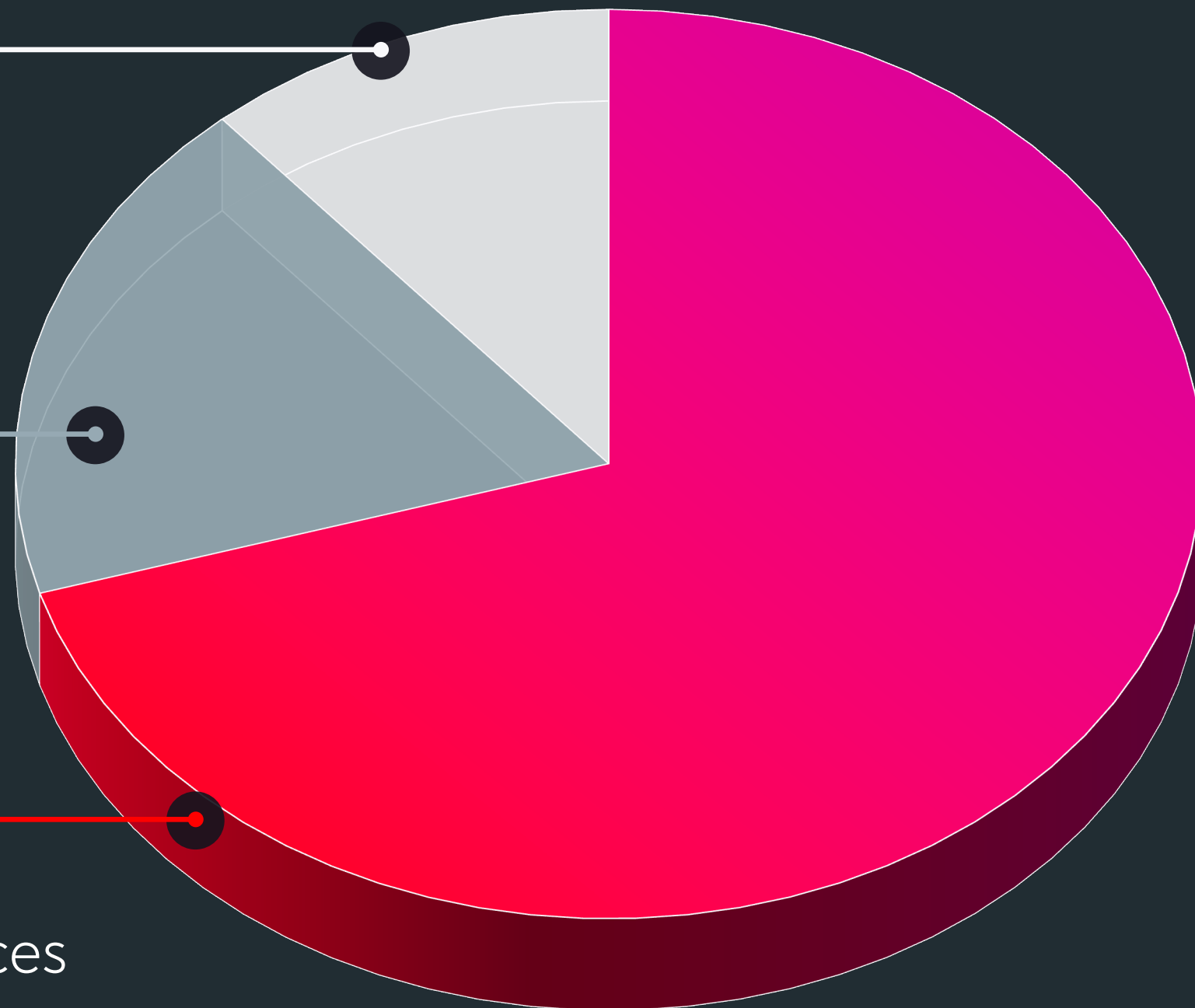
Web

18,3%

Mobile / Tablet

70,4%

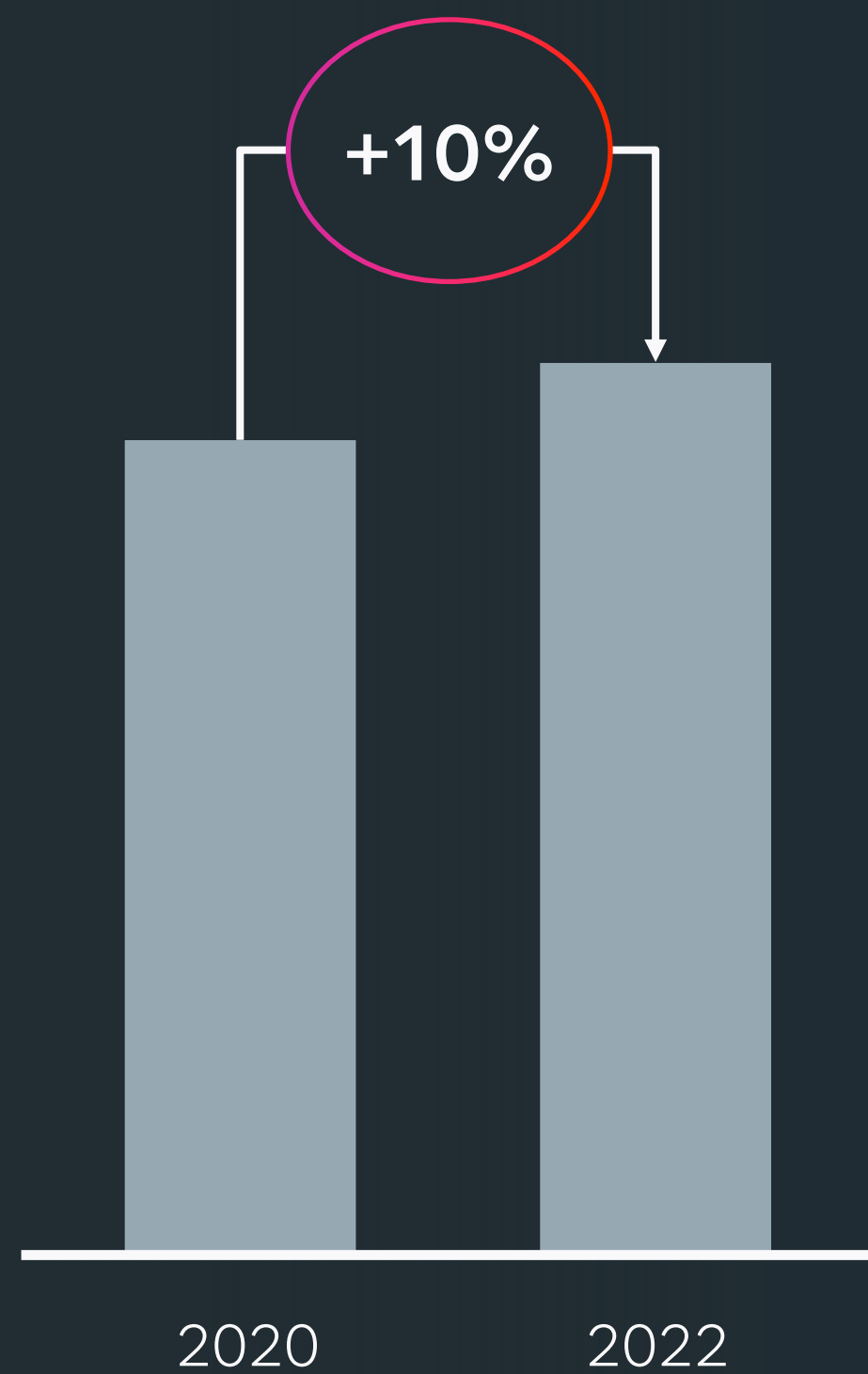
Big Screen /
Entertainment devices



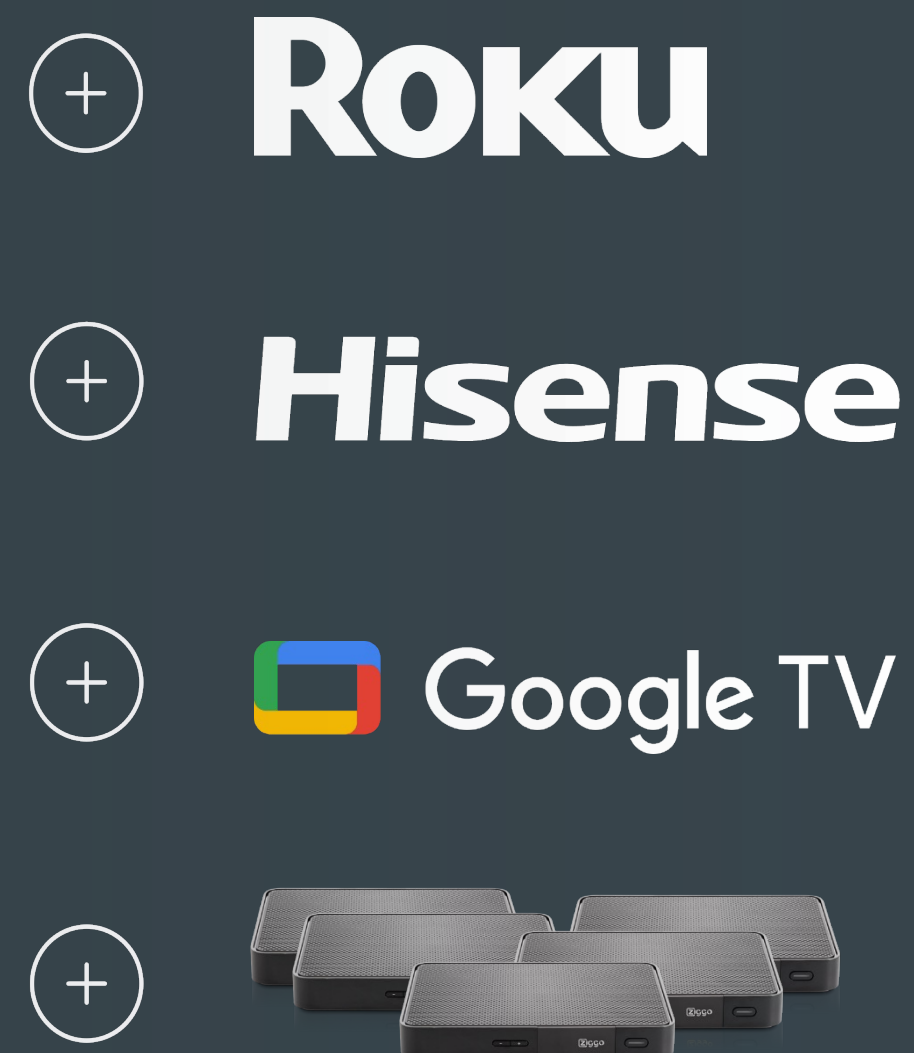
Available on all key platforms,
a multitude of devices and anywhere
on the go utilizing download functionality

...and they are increasingly on Big Screen and entertainment devices

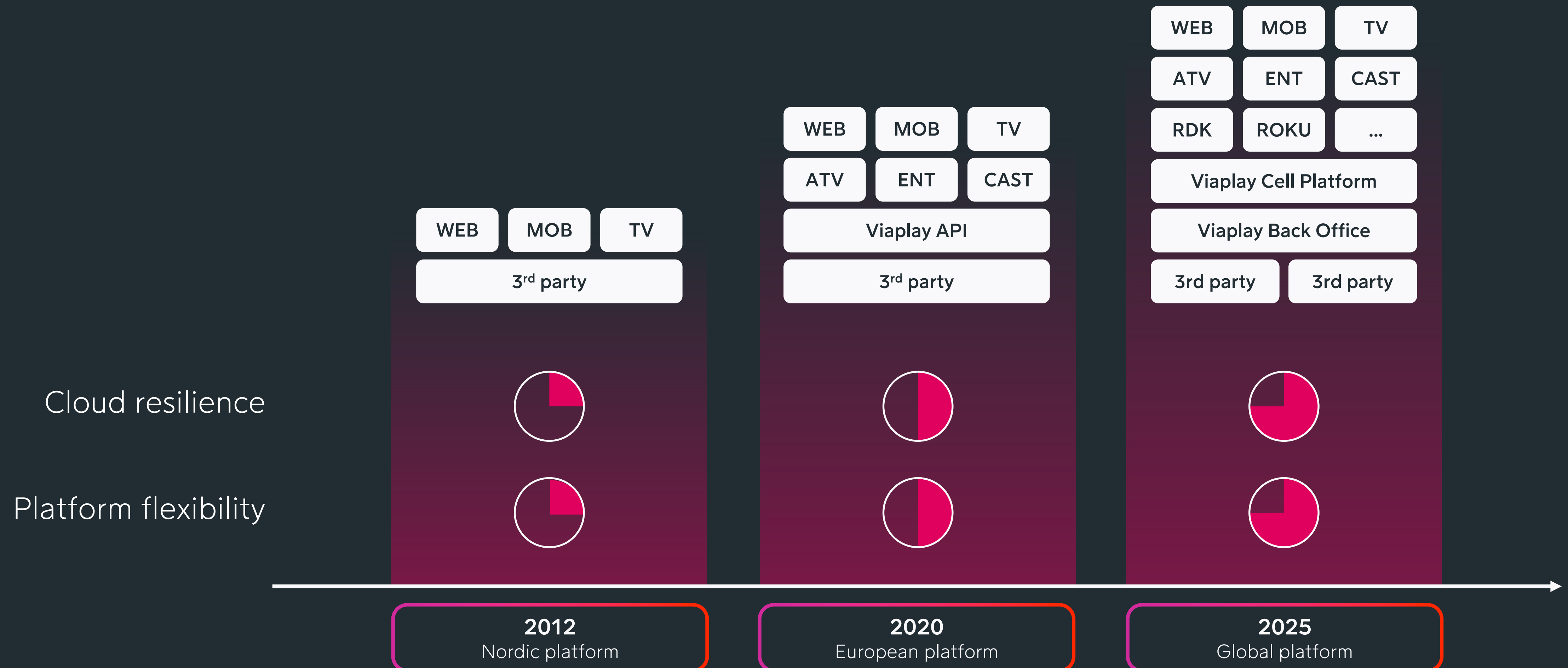
Big screen share of viewing



Viaplay has secured multiple new device partnerships



We are evolving our platform and continuing our technology leadership



Investing in tech to marry the availability of linear with an enriched experience



Cloud based streaming

Increased redundancy across geographical regions

Ensuring easily scalable capacity



Serverless hosting

Increased elasticity within milliseconds



Cell based architecture

Enabling availability at a level expected by linear customers

Key takeaways



Scaled up current platform, reaching +3,5x concurrent streams

1



Reduced churn by >11% vs 2021

2



Increased relevance and desirability of Viaplay

3



Next step in the development of our platform

4